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## **The Incredible Edible Egg and Gymnast Laurie Hernandez Launch National Search for Incredible Kids**

*The American Egg Board Partners with Gymnast Laurie Hernandez to Recognize Kids' Incredible Achievements and Fuel Back-to-School Spirit Across the Country*

**CHICAGO, Ill. (Aug. 8, 2017)** — With back-to-school season in full swing, the American Egg Board (AEB), the marketing arm for U.S. egg farmers, has teamed up with gymnastic gold medalist Laurie Hernandez to launch a national search for the country's most incredible kids. The contest is part of AEB's multi-faceted You're Incredible Because... campaign highlighting the importance of **high-quality protein** foods, like eggs, to fuel students to be their best.

The *You're Incredible Because...* contest is looking for kids who are engaging in social good projects in their schools and communities, excelling in sports or extra-curricular activities or otherwise achieving wonderful and remarkable feats.

### **Calling All Incredible Kids**

To enter the contest, parents can submit a photo or video of the incredible kid(s) to their personal Twitter or Instagram, as well as the Incredible Egg Facebook page with a brief caption explaining what makes this child incredible. Posts using the hashtags #IncredibleBecause and #Contest will be considered contest entries and are eligible for the grand prize and weekly prizes. For official rules, please visit [IncredibleEgg.org/B2S](http://IncredibleEgg.org/B2S).

### **A Gold Medal-Worthy Prize**

Laurie Hernandez will visit the grand prize winner's school for a breakfast party. The grand prize winner will also receive an all-expenses paid trip with his/her family to Chicago for an Incredible Kids award ceremony, including a grant to help further the incredible mission for which he/she was nominated and a matching grant for his/her school. Throughout the contest entry period, a winner will be selected each week to receive a smaller monetary grant and back-to-school-themed prize pack.

"I'm very excited to partner with the American Egg Board to search for incredible kids across the country who are doing amazing things in their lives and the lives of others," said Laurie Hernandez. "I know first-hand how important it is to recognize children for their accomplishments and look forward to seeing the inspiring stories about remarkable kids submitted to the *You're Incredible Because...* contest."

### **Back-to-School Protein Power**

"When the back-to-school season arrives, parents can start their kids' day with high-quality protein foods, like eggs, so they can reach their full and incredible potential," said Anne L. Alonzo, President and CEO, American Egg Board. "Eggs are a versatile and nutritional

powerhouse that are easy to make and affordable. With one large egg containing 6 grams of protein and 70 calories, they're a great way to start the school day."

From breakfast, lunch, dinner and after-school or activity snacks, the possibilities are endless for delicious and nutritious recipes. Here are a few favorite back-to-school season recipes families can try:

- **Microwave Coffee Cup Scramble:** Microwave coffee cups are mess-free and as simple as dropping your ingredients into a mug and pressing start on your morning.
- **Veggie EggPops:** Quick and easy to prepare, EggPops are the perfect after-school snack. Simply hard boil eggs, insert a veggie stick and dust with savory spices and sauces for a burst of flavor.
- **Tex-Mex Egg Sheet Pan Dinner:** The egg sheet is a one-pan dish that packs your favorite ingredients into one delicious and easy-to-clean dinner.

For more easy recipes, visit [IncredibleEgg.org](http://IncredibleEgg.org) and check us out on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

#### **About the American Egg Board (AEB)**

Through AEB, U.S. egg producers come together in accordance with statutory authority to establish, finance and execute coordinated programs on research, education and promotion — all geared to drive demand for eggs and egg products. The Board consists of 18 members and 18 alternates from all regions of the country, nominated by the egg industry, and appointed by the U.S. Secretary of Agriculture. AEB and all program activities are funded by U.S. egg producers, subject to USDA approval. AEB is located in Chicago, IL. Visit [www.IncredibleEgg.org](http://www.IncredibleEgg.org) for more information.